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WHO IS “THE PUBLIC?”

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WHO IS "THE PUBLIC?"

- "The public" changes from issue to issue
- "The public" consists of those who see themselves as having a "stake" in the decision

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WHAT IS A "STAKEHOLDER?"

- **Stakeholders are:**
  - **People or groups who see themselves as having rights and interests at stake (those affected)**
  - **Indirectly and directly affected groups**
  - **Those who can affect**
  - **Sponsors are stakeholders, but not all stakeholders are sponsors**

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IDENTIFYING THE STAKEHOLDERS

- Who might be affected?
- Who is responsible for what is intended?
- Who are representatives of the likely affected?
- Who will be actively against?
- Who can contribute resources?
- Who are the voiceless?
- Whose behavior will have to change?

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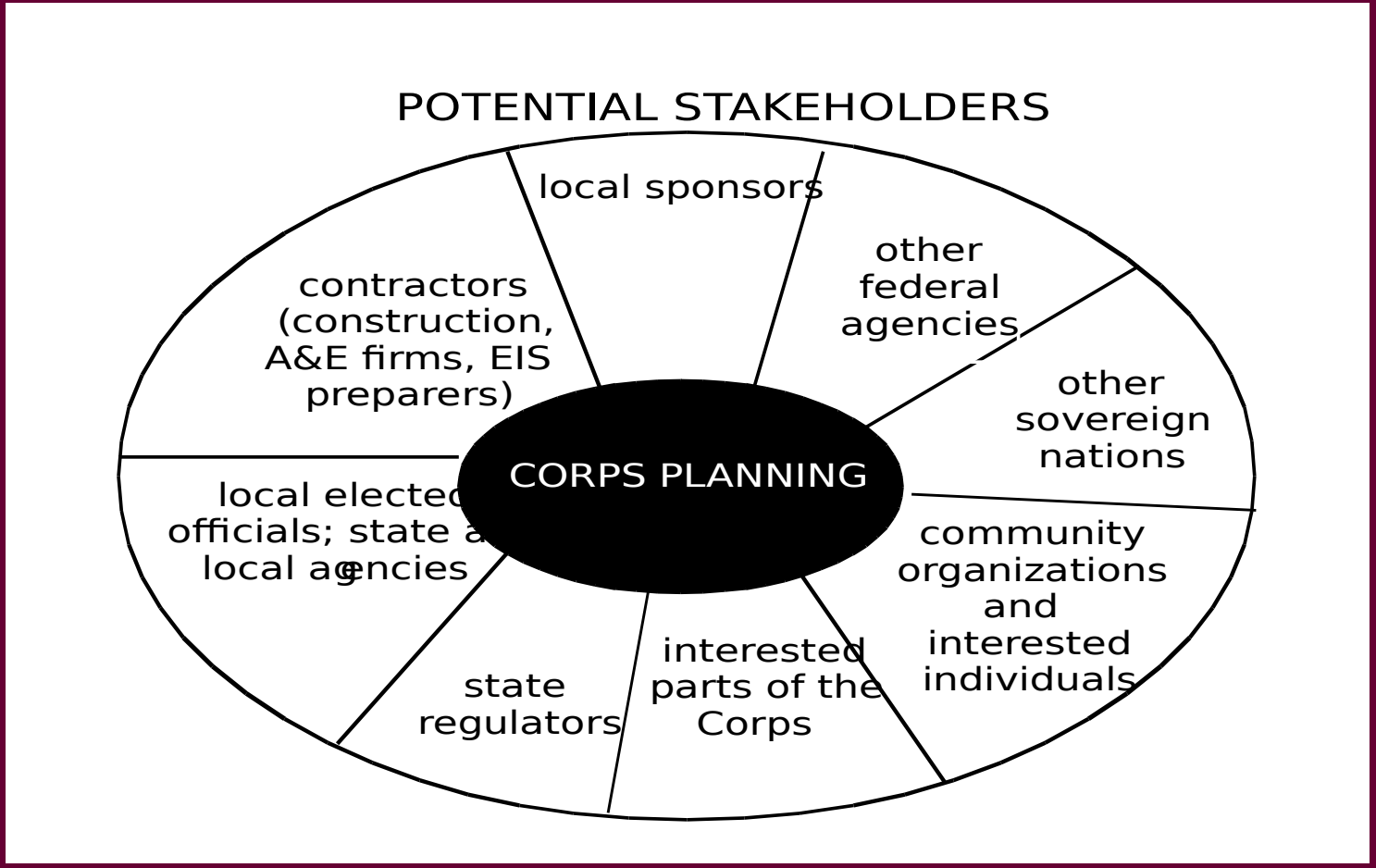
WHO ARE THE STAKEHOLDERS?



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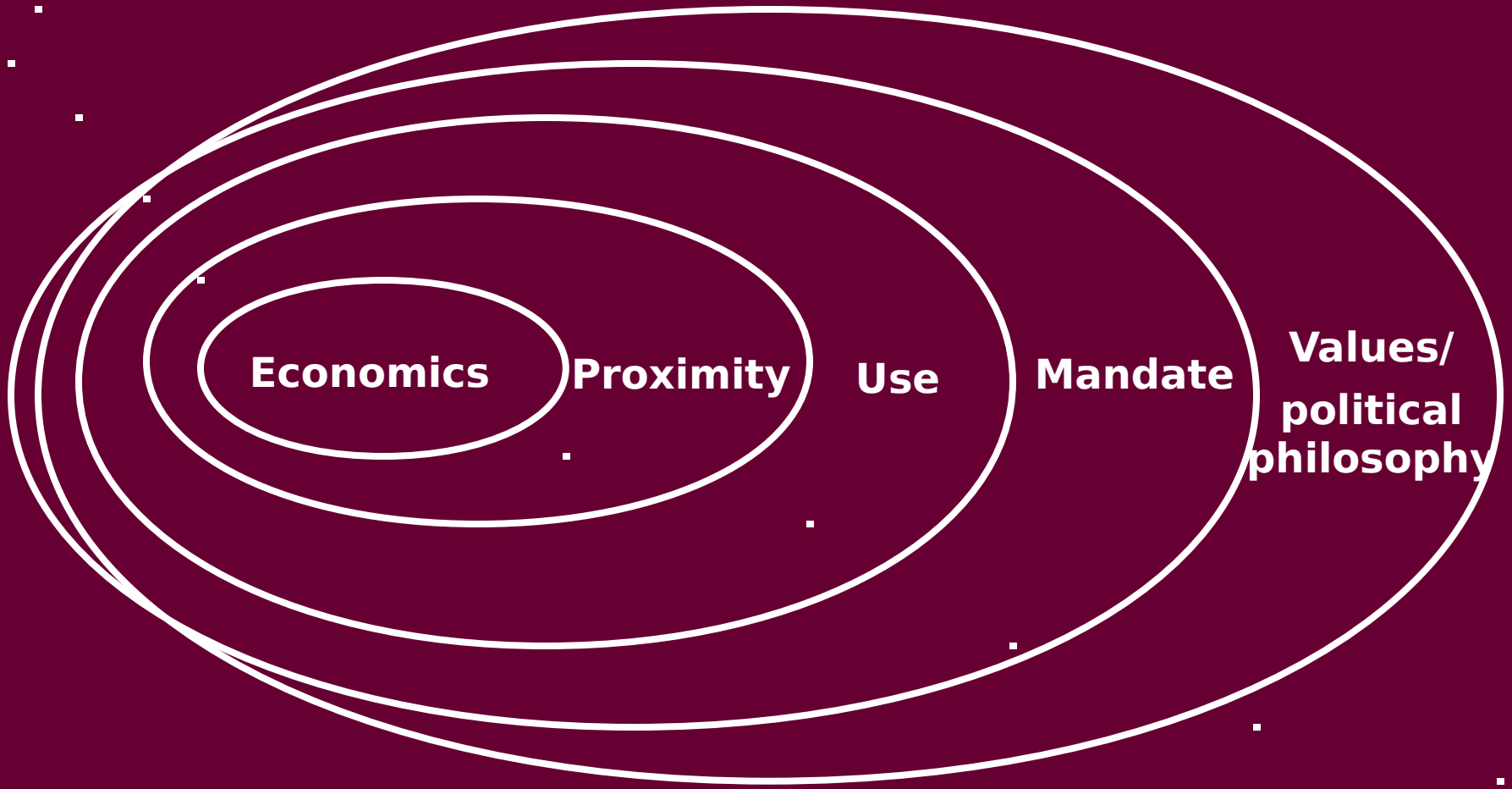
STAKEHOLDERS - BY TYPE OF IMPACT



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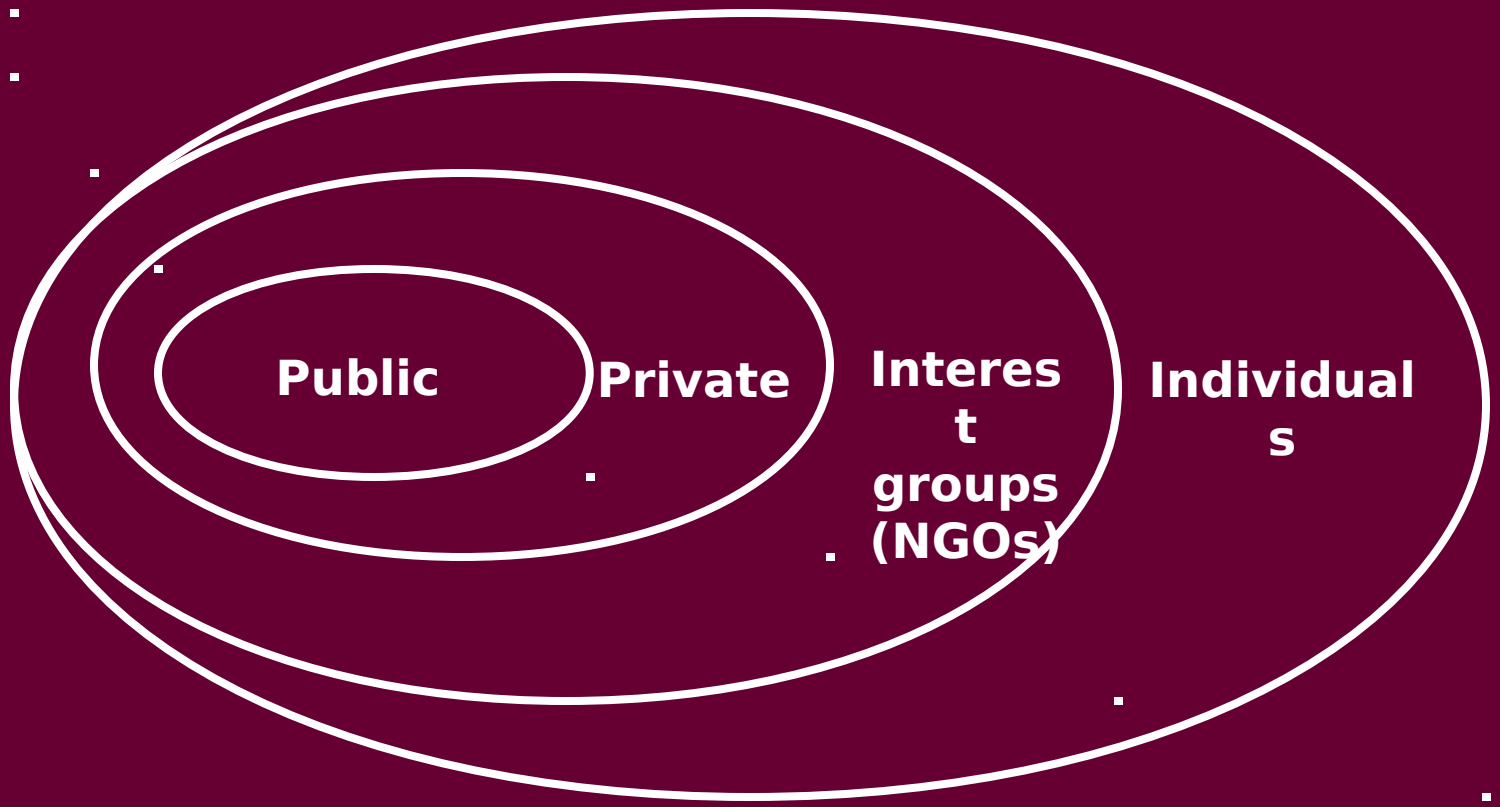
STAKEHOLDERS - BY SECTOR



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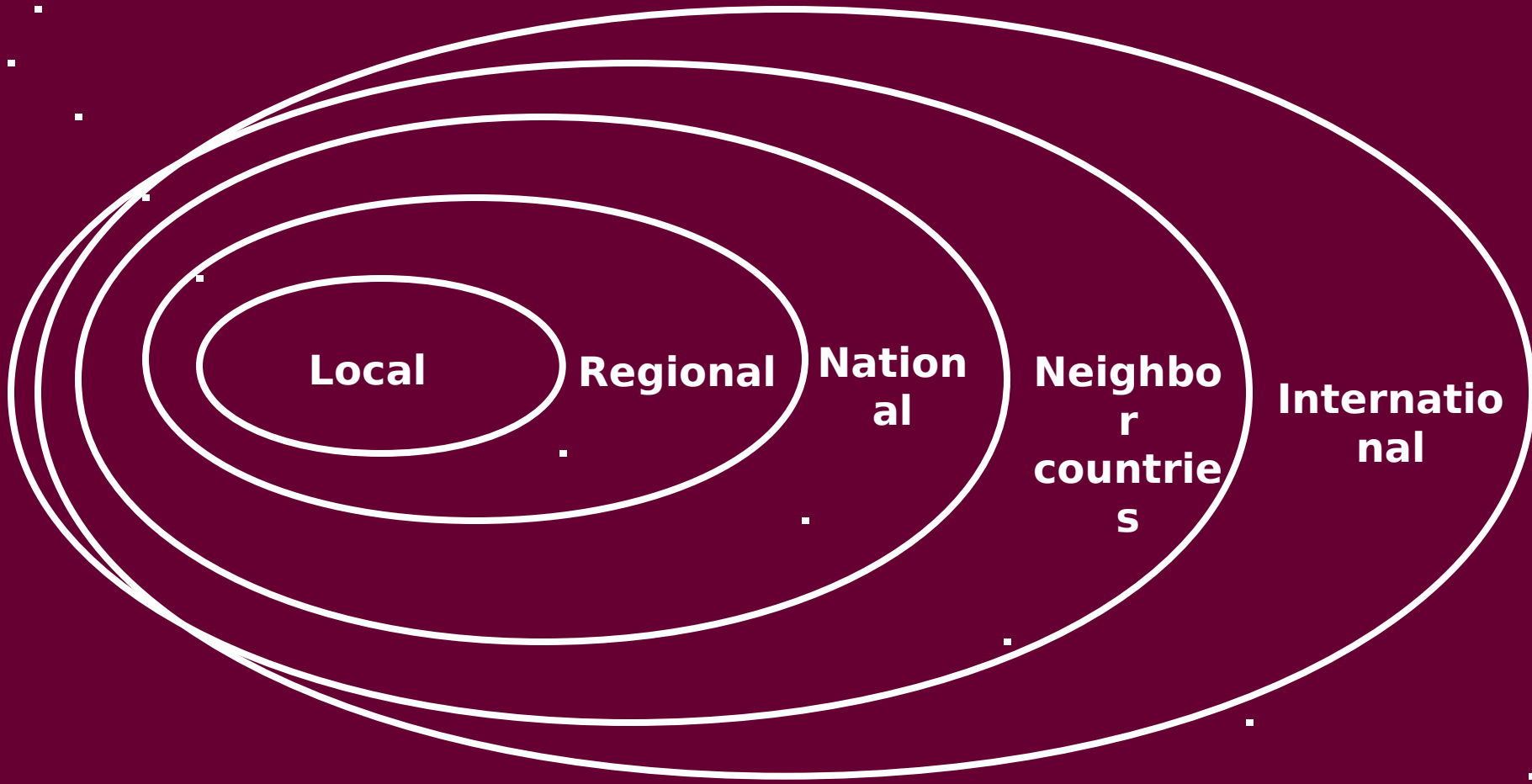
STAKEHOLDERS - BY LOCATION



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SELF IDENTIFICATION

Describe the project in a news story, a newsletter, a brochure, or announce a public meeting and see who says they are interested

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THIRD-PARTY IDENTIFICATION

- Draw up a list of people you know will want to be involved, and ask them who else needs to be involved
- Ask local elected officials
- Ask other agencies

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STAFF IDENTIFICATION

- Intuitive/experiential
- Lists of groups or individuals
- Geographic analysis
- Historical analysis
  - Lists of participants in similar issues
  - Newspaper clippings regarding local issues
  - Correspondence files
  - Public comment sections of EAs, EISs

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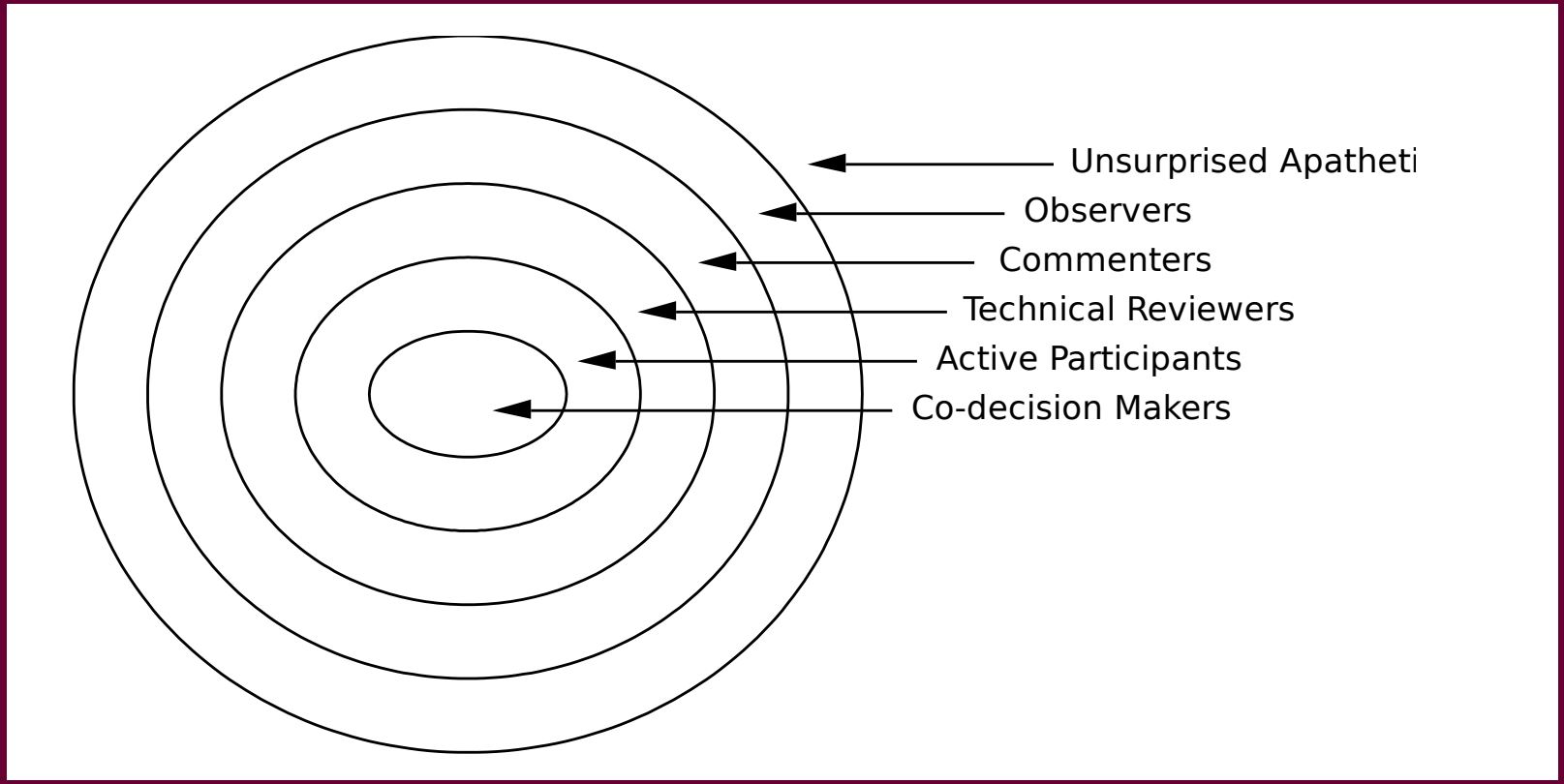
STAKEHOLDER ROLES?



Key Issue: The closer to the center you are, the more influence you have on the decision, but the more time, energy and commitment of resources is required

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ORBITS OF PARTICIPATION

- Co-Decision Makers
- Active Participants
- Technical Reviewers
- Commenters
- Observers
- “Unsurprised Apathetics”

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DIFFERENT ORBITS MAY BE INVOLVED IN DIFFERENT WAYS

ORBIT OF PARTICIPATION	POSSIBLE MECHANISMS
Co-decision makers	Interagency teams, partnering, negotiation
Active participants	Interactive workshops; advisory groups or task forces
Technical reviewers	Peer review processes. technical advisory committees
Commenters	Public meetings, comment periods
Observers	Newsletters, information bulletins, web pages
Unsurprised apathetics	Press releases; news stories

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ASSIGNMENT

1. Complete instructions are on page
2. For your case:

- Identify stakeholders
- Identify the probable position of each stakeholder (positive or negative)
- Estimate how important this issue will be to this stakeholder
- Estimate the power of each stakeholder
- Calculate scores

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